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Subject: land use to ridership

MTC policy should not count just residential trips; it should count jobs also; NUMMI is on the case and MTC seems very likely to move in that direction. MTC should be doing better on this than it has; MTC has been thinking land use and not using transportation trip-generation models. MTC needs to shift from guesses about how land use densities and various kinds of land use produce transit riders, and use the tons of evidence already used in the models for any and all mixes of land use along the whole density spectrum.

Projects close to breaking ground should be subject to analysis but not necessarily require a full planning commitment because of the delay created by working on unnecessary details and the lack of funding to do the detailed planning. Ridership can be estimated from simple data about density and use. The problem is to get a local commitment to the densification and to be realistic about job creation. A memorandum of agreement between locals and MTC could be a useful tool to get locals committed without holding up projects.

Similarly, if realistic land use commitments are not there and ridership goals can't be met, funding should be held up even for ready projects.

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